

FIG. 1

IMPLICIT VIEWER PROFILE 200

	FEATURE <u>230</u>	POSITIVE COUNTS <u>235</u>	NEGATIVE COUNTS <u>250</u>
<u>205</u>	TOTAL PROGRAMS	45	45
<u>206</u>	CHANNEL 2	10	0
<u>207</u>	CHANNEL 4	3	1
<u>208</u>	CHANNEL 7	\ 4	4
	.....		
<u>209</u>	SPORTS CHANNEL	10	0
.....	MUSIC CHANNEL	1	0
	.....		
<u>210</u>	MORNING PROGRAMS	2	2
<u>211</u>	EARLY AFTERNOON PROGRAMS	1	2
<u>212</u>	LATE AFTERNOON PROGRAMS	10	0
<u>213</u>	EVENING PROGRAMS	6	4
	...		

FIG. 2

PROGRAM DATABASE - 300

DATE/TIME 340	CHANNEL 345	TITLE 350	GENRE 355	...	RECOMMENDER SCORE(R) 370	ADJUSTED RECOMMENDER SCORE(A) 380
11/18/99 - 8:00 P.M.	CH 1	LUCY	COMEDY		55	61
11/18/99 - 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM		78	78
...						
11/18/99 - 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA		96	100

FIG. 3

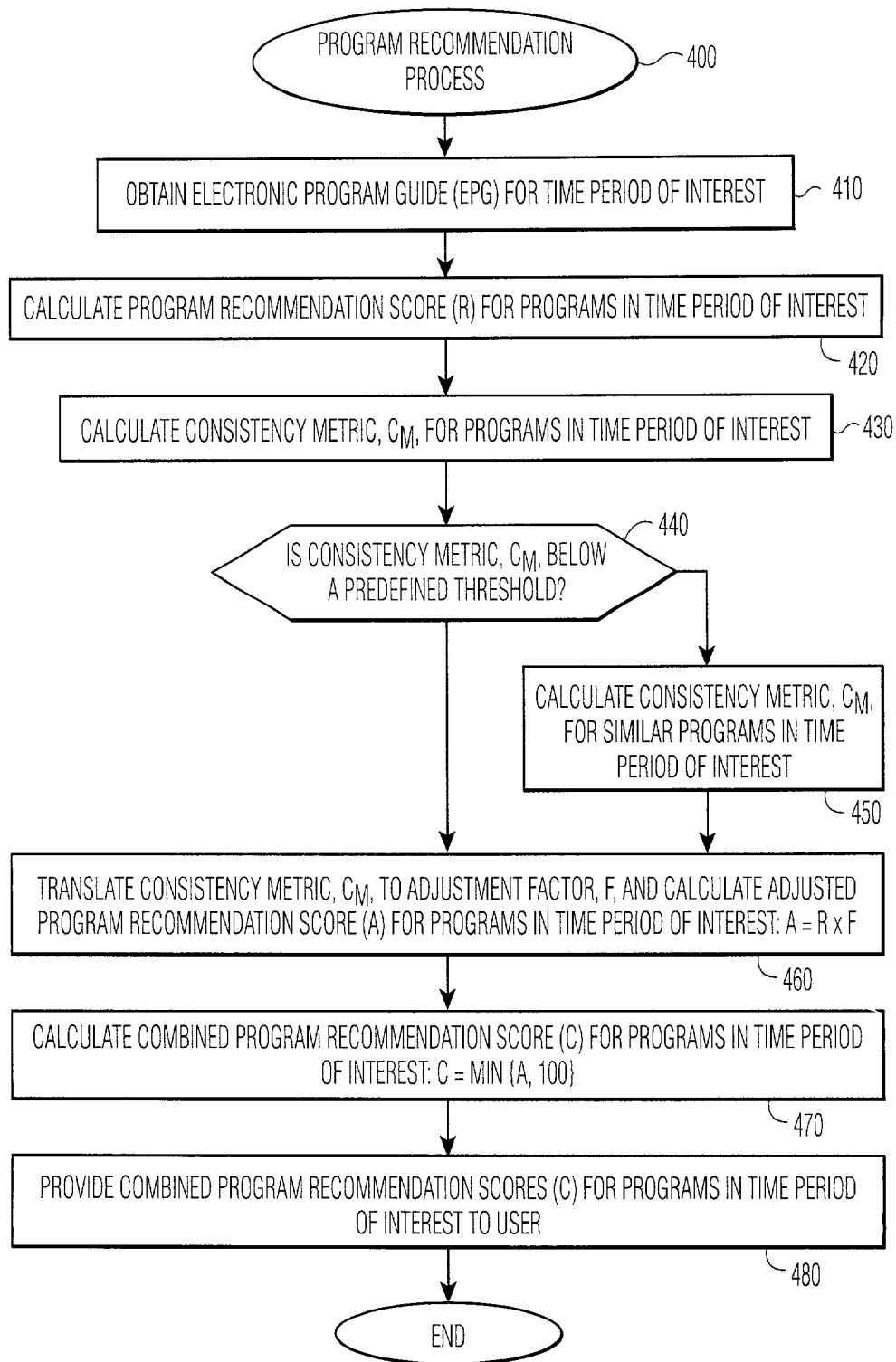


FIG. 4